

BLACK HISTORY MONTH 2023

The City of Orlando is pleased to celebrate the positive contributions of our African American residents by dedicating the month of February to the rich and diverse Black culture and heritage. Black history is an integral part of American history because Blacks have played an essential role in building and shaping this great country.

Our prestigious Black History Month celebration will feature an opening reception of an art exhibition at City Hall's Terrace Gallery and our signature community celebration event, which will highlight this year's theme, "Black Resistance", that recognizes how African Americans have fought repression and inspired folks to participate in civil rights and racial equity movements.

As a welcoming and inclusive city, we are committed to continuing to celebrate our differences and dedicating this month to the rich and diverse Black culture and heritage.

Therefore, we encourage your organization to become a sponsor of this vibrant celebration that will allow your business to obtain several benefits, including:

- Reach the Greater Orlando community, including the African American community, which represents 24% of Orlando's population
- Gain brand recognition
- Increase your inclusive corporate values
- Promote your products and services
- Enhance community engagement
- Demonstrate your company's support of our multicultural community

Your investment will support costs related to the activities such as venue, food, decoration, marketing expenses, and parking for guests and sponsors.

LEVELS OF SPONSORSHIP

	Platinum \$5,000	Gold \$2,500	Signature Sponsor Art Exhibit Grand Opening Ceremony \$2,500	Silver \$1,500
Logo inclusion on all collateral, including event program and flyers	✓	✓	✓	✓
Logo inclusion in digital marketing pieces, including social media graphics and website	✓	✓	✓	✓
Name inclusion in event series press release	✓			
Sponsor acknowledgment during events:	Art Exhibit Grand Opening, Main Event	Art Exhibit Grand Opening, Main Event		
Remarks	3-minutes Live at Main Event		3-minutes Live at Art Exhibit Grand Opening	
30-second video commercial produced by the sponsor to be shown during virtual workshops	✓			
Marketing collateral placed on a table at the grand opening of the Black History Month Art Exhibit	✓	✓		
Corporate table at the main event in a prominent location	✓	✓		✓
Certificate of appreciation	✓	✓	✓	✓

SPONSOR PAYMENT FORM | CONTACT PERSON

First Name _____ Last Name _____

Position Title _____ Company Name _____

Address _____

City _____ State _____ Zip Code _____

Business Phone _____ Cellphone _____

Email _____ Website _____

Sponsorship Category: ☐ \$5,000 Platinum ☐ \$2,500 Gold ☐ \$2,500 Art Exhibit Grand Opening Ceremony ☐ \$1,500 Silver

Please submit completed forms to the Office of Multicultural Affairs, via email at multiculturalaffairs@orlando.gov. Please make checks payable to Strengthen Orlando, Inc. and mail to Office of Multicultural Affairs, 400 South Orange Avenue, Orlando, FL 32801.

For more information, please call 407.246.3211 or email multiculturalaffairs@orlando.gov.

Strengthen Orlando, Inc. is a 501(c)(3) nonprofit organization, Federal Tax ID #27-1964941 and Florida Registration #CH32010. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free within the State, 1-800-HELP-FLA, (850) 410-3800 from out of state or visit floridaconsumerhelp.com. Registration does not imply endorsement, approval, or recommendation by the State.